

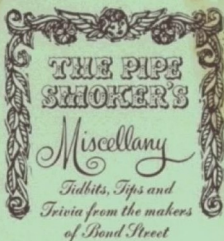
LEO BURNETT COMPANY, Inc.

Ad No. 166—Req. No. 24052—1 col.—B&W

2¾ x 10 in.—National, 1963

Printed in U.S.A.

(C)



Why some pipesmen use fewer matches



They use a blend that, once lit, holds onto the light better. Bond Street, the pipe tobacco that stays lit.

Bond Street keeps burning because of its old English cut—a combination of flakes for even-burning and cubes for slower-burning. Sample it and see how pleasant and satisfying a pipe tobacco can be that goes out only when you want it to.

You'll enjoy the fine aroma and flavor of Bond Street's choice imported and domestic tobaccos, too.

A pipe! It is a great
soother, a pleasant
comforter.



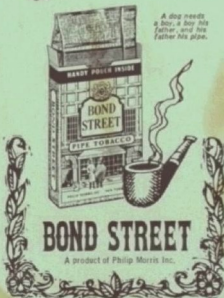
BULWER LYTTON

A word about pipes in the wind



If you are planning to smoke a new uncaked pipe out-of-doors, it's wise to use a lid on the bowl in case a wind arises. Without a lid, the wind may make the tobacco burn too hot and unevenly, and cause burned spots in the unconditioned bowl.

A dog needs
a boy, a boy his
father, and his
father his pipe.



BOND STREET

A product of Philip Morris Inc.